

UNOFFICIAL COMMUNICATION FOR EXAMINER REVIEW ONLY – PLEASE DO NOT ENTER

20. (New) The method of claim 19, where comparing descriptive metadata associated with the at least one seed item to descriptive metadata associated with the at least one candidate user item further comprises employing the difference vector to retrieve a similarity value stored in a data store, the data store was created by a machine learning technique.

REMARKS

Claims 1 and 5-9 have been amended herein. Claims 2-4 have been cancelled, and subject matter deemed allowable has been incorporated into claim 1. Claims 10-20 are new. Amended independent claim 8, and similarly recited in new independent claim 16, contain claim elements believed to be novel over the art of record.

In more detail, amended independent claim 8 recites producing a list of at least one candidate user item related to the at least one seed item, *the list determined at least in part by comparing at least one feature vector associated with the at least one seed item to at least one feature vector associated with the at least one candidate user item*. Ward does not contain each and every element of the subject claims. More particularly, Ward does not recite use of feature vectors associated with the candidate user item and seed item in determining a list. Rather, Ward discloses that a list is generated based on the user's metadata by employing collaborative filtering. (See col. 2, ll. 4-25). Collaborative filtering does not utilize descriptive metadata of the list items; it only relies on usage patterns. (See subject specification pg. 1, [0004]). Applicants' representative believes that the Examiner recognized the novelty of such claim features in deeming claims 4-7 allowable. As such, such claim features have been incorporated in independent claims 8 and 16 to place the claims in condition for allowance.

Applicants' representative respectfully requests that the Examiner review the claims presented herein and communicate the allowability of the claims over the art of record.